

## WHAT IS CLAIMED IS:

1. A method for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

- a) providing a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;
- b) receiving at a network site, scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device, the end-user being associated with one of the different providers;
- c) retrieving from the database, in response to the scan information, records associated with the machine-readable codes scanned by the end-user;
- d) based on criteria specified by the provider associated with the end-user, selecting at least one network address for each of the retrieved records; and
- e) initiating transmission of the at least one selected network address from the network site to the end-user.

2. A method for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

- a) providing a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;
- b) receiving at a network site, scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device, the end-user being associated with one of the different providers;

c) retrieving from the database, in response to the scan information, records associated with the machine-readable codes scanned by the end-user;

d) based on an expressed goal of the end-user, selecting at least one network address for each of the retrieved records; and

e) initiating transmission of the at least one selected network address from the network site to the end-user.

3. A method for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

a) providing a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;

b) receiving at a network site, scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device, the end-user being associated with one of the different providers;

c) retrieving from the database, in response to the scan information, records associated with the machine-readable codes scanned by the end-user;

d) based on property information of a session of the end-user on the network, selecting at least one network address for each of the retrieved records; and

e) initiating transmission of the at least one selected network address from the network site to the end-user.

4. A system for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;

a network site at which scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device is received, the end-user being associated with one of the different providers;

wherein, in response to the scan information, records associated with the machine-readable codes scanned by the end-user are retrieved from the database; based on criteria specified by the provider associated with the end-user, at least one network address for each of the retrieved records is selected; and transmission of the at least one selected network address is initiated from the network site to the end-user.

5. A system for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;

a network site at which scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device is received, the end-user being associated with one of the different providers;

wherein, in response to the scan information, records associated with the machine-readable codes scanned by the end-user are retrieved from the database; based on an expressed goal of the end-user, at least one network address for each of the retrieved records is selected; and transmission of the at least one selected network address is initiated from the network site to the end-user.

6. A system for directing an end-user to a network location using information corresponding to a provider associated with the end-user, comprising:

a database with a plurality of records each of which is associated with a different machine-readable code, wherein one or more of the records has a plurality of different network addresses associated therewith, the different network addresses being associated with different providers;

a network site at which scan information associated with one or more scans of machine-readable codes made by the end-user with a remote scanning device is received, the end-user being associated with one of the different providers;

wherein, in response to the scan information, records associated with the machine-readable codes scanned by the end-user are retrieved from the database; based on property information of a session of the end-user on the network, at least one network address for each of the retrieved records is selected; and transmission of the at least one selected network address is initiated from the network site to the end-user.